



**What is it about your business that
corporates and multinationals
would LOVE to have?**

Find out at:

The MOCA Workshop

(Marketing Our Co-operative Advantage)

The Workshop

The MOCA workshop will challenge you to rethink how your co-operative responds to a rapidly changing world.

- Explore the relationship between marketing concepts and education
- Review market research
- Learn where other co-operatives have benefited from the MOCA approach.

The Program Leader

Tom Webb is a Canadian educator with more than 20 years' experience in the co-operative sector, including consulting to co-operatives and governments in Canada, the US and the UK.

He believes that simply *being* a co-operative is a co-operative's most valuable asset.

"The co-operative nature of the business defines its unique selling position. It cannot be duplicated by other forms of business, although many try," Tom says.

"Co-operatives are in the business of selling trust, not just groceries, agricultural produce and other goods and services. The co-operative nature of the transaction is its strongest value-added."

The key elements

The MOCA workshop explores how we think about co-operatives and marketing. It is based on harnessing the enormous opportunity for co-operatives – if their marketing reflects their pride, not only in the products and services they sell, but particularly in who they are.

MOCA is founded on the belief that the co-operative nature of the business is a key asset and a source of value in market differentiation.

MOCA adheres to co-operative principles, especially the belief that living and communicating these values builds membership, increases sales and strengthens the financial stability of co-operatives.

MOCA is based on market research which shows that people value co-operatives and credit unions and the principles upon which they rest.

MOCA encourages co-operatives to link their marketing, communications, education and strategic planning efforts to ensure they focus on consistently delivering the co-operative advantage to members and the general public.

**Don't miss this internationally acclaimed workshop on
developing and marketing your co-operative:**

- **WHEN:** Monday, May 14
- **WHERE:** Sundowner Mid-City Motor Inn
Warrnambool, Victoria

Inquiries: phone (03) 5728 2005; e-mail: cfedv@netc.net.au

– profit from your principles –

Marketing our Co-operative Advantage

The MOCA Workshop:

- 10.00 am:** Opening of workshop
- 10.10 am:** **The Challenges of Globalisation and the Strengths of Co-operatives**
(30 min content + 20 min feedback and discussion).
- 11.00 am:** Morning tea
- 11.30 am:** **Education, Co-operation and Marketing**
(30 min content + 20 min discussion)
- 12.20 am:** **But What if They Don't Love Co-ops?** The Market Research
(30 min content + 20 min discussion.)
- 1.10 pm:** Lunch
- 2.15 pm:** **But Does it really Work?: Case Studies**
– 4 Case studies
– MOCA Video
– Questions
- 3.15 pm:** **Applying MOCA in Your Co-operatives** – Discussion
- 4.15 pm:** Close of conference and afternoon tea

The workshop is driven by computer slides, prepared handouts and participants working in groups of 6-8.

Venue: Sundowner Mid-City Motor Inn

Cost: (incl. lunch, morning and afternoon teas)

◆ CFV members \$100

◆ Non-members \$135

*25% early bird discount for registrations
before April 30.*

Accommodation

The Co-operative Federation has arranged a special rate at the Sundowner Mid City Motor Inn, 525 Raglan Parade (Princes Highway), Warrnambool.

Mention the Federation when booking.

Phone: (03) 5562 3866

Please ... book my place at the workshop

Name: Position:

Co-operative/Organisation:

Address:

..... Postcode:

Phone: Fax:

Signature:

Post your booking with your payment cheque to:

Executive Officer, Co-operative Federation of Victoria, PO Box 356, Beechworth, Victoria 3747

Inquiries: phone (03) 5728 2005

Fax: (03) 5728 2284

e-mail: cfedv@netc.net.au